

“full descriptive tag”, that enhances the semantic properties, meaning and derived expectation of the preceding “shortform”.

In cases where the semantic properties of the language components are sufficient, alternatively a simpler form of the information superbrand can be constructed as follows:

“noun or pronoun + PEDIA”

The invention relies on the Internet Domain Name System which is premised upon the use of Symbol Strings (mathematical notation or language) versus images (spatial and visual). Symbol strings utilized as domain names are in turn biased toward those composed of language with semantic properties that tend to promote human recall. Generic names tend to have little value as domain names because their basic semantic properties usually extend only to a singular meaning: a class of beings or things. Proper names tend to generate more complex expectations, often in the nature of both product and quality. The weakness is such properties may not be widely known. On the Internet, a simple domain name with complex and *inherent* semantic properties is the most valuable: the Information Superbrand.

We claim:

1. A method for marketing over a network of interconnected computing/communicating devices, comprising the steps of:

providing a web-site that is identified as specific to a market sector;

supplying on the web-site information specific to a plurality of first level topics related to the market sector;

providing within the information specific to a particular first level topic related to the market sector, at least one pointer to a more specific second level topic referenced in the information specific to the first level topic;

responsive to activation of the pointer, providing further information specific to the more specific second level topic;

providing access to E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific second

level topic.

2. The method of claim 1 further comprising the steps of:

5 providing within the information specific to the second level topic at least one pointer to a more specific third level topic referenced in the information specific to the second level topic;

responsive to the activation of the pointer contained within the information relating to the second level topic, providing further information specific to the more specific third level topic;

10 providing E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific third level topic.

3. The method of claim 1, further comprising the steps of:

15 providing within the information specific to an nth level topic at least one pointer to a more specific n+1th level topic referenced in the information specific to the nth level topic;

responsive to the activation of the pointer contained within the information relating to the nth level topic, providing information relating to the n+1th level topic;

20 providing E-commerce access to transaction processing with at least one provider of goods and/or services referenced in the more specific n+1th level topic.

4. The method of claim 1 wherein the network is the Web.

25 5. The method of claim 2 wherein the network is the Web.

6. The method of claim 3 wherein the network is the Web.

30 7. The method of claim 4 wherein the identification of the web-site includes a superbrand designation.

8. The method of claim 5 wherein the identification of the web-site includes a superbrand designation.

9. The method of claim 6 wherein the identification of the web-site includes a
5 superbrand designation.

10. The method of claim 7 wherein the superbrand designation includes a market category designator and a superbrand moniker.

10 11. The method of claim 8 wherein the superbrand designation includes a market category designator and a superbrand moniker.

12. The method of claim 9 wherein the superbrand designation includes a market category designator and a superbrand moniker.

15

13. The method of claim 10 wherein the superbrand moniker is a suffix.

14. The method of claim 11 wherein the superbrand moniker is a suffix.

20 15. The method of claim 12 wherein the superbrand moniker is a suffix.

16. The method of claim 13 wherein the superbrand moniker is the suffix "pedia".

17. The method of claim 14 wherein the superbrand moniker is the suffix "pedia".

25

18. The method of claim 15 wherein the superbrand moniker is the suffix "pedia".

19. The method of claim 1 wherein the step of providing a web site includes the step of providing multiple web sites arranged in a matrix.

30

20. The method of claim 10 wherein the matrix includes inter-linked profit center

21. The method of claim 1 wherein a website domain name is endowed with semantic properties, embodying semantic branding.

- 5 22. The method of claim 19 wherein the information structure of the multiple web sites in the matrix is semantically driven or semantically organized.